

Sharp Wins BLI's 2009 "Line of the Year" and BERTLSM's Best 2009 Awards

Sharp Digital MFPs Given High Praise from American Independent Evaluation
Organizations BLI*¹ and BERTL^{SM*2}

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Sharp Corporation was awarded the prestigious 2009 "Line of the Year" by Buyers Laboratory Inc. (BLI), a New Jersey-based independent office-equipment testing lab and business consumer advocate. BLI's "Line of the Year" is awarded once a year to the vendor whose product line is determined to be the best overall. Seven Sharp digital MFPs also received Fall 2009 "Pick of the Year" awards recognizing the best models in each category and class.

Six Sharp digital MFPs were also awarded BERTLSM's BEST 2009 from Business Equipment Research & Test LaboratoriesSM (BERTLSM), another independent evaluation organization based in New Jersey. Those Sharp products were given high marks for their basic performance in the areas of image quality and operability as well as for their productivity, reliability, and network functions.

Sharp will work towards taking product performance to the next level and strengthening its approach to document solutions, thereby continuing to improve customer satisfaction.

BLI Award Descriptions

2009 “Line of the Year”

This is awarded once a year to the vendor whose product line is determined to be the best overall. Sharp received acclaim for bringing to the market an outstanding line of MFPs that includes both color and monochrome models.

Fall 2009 “Pick of the Year”

These awards, given twice a year to products tested by BLI during the preceding six months, recognize the best in each category and class.

Category	Model	Number of models
A3 monochrome digital MFP	MX-M283, MX-M363, MX-M453, MX-M503	4
A4 digital MFP	MX-C401, DX-C401, MX-B401	3
		Total 7

BERTLSM Award Descriptions

BERTLSM's Best 2009

Given to products tested by BERTLSM during the preceding six months, these awards recognize the best in each category and class.

Category	Model	Number of models
Best Digital Imaging A3 Mono MFP Range	MX-M283, MX-M363, MX-M453, MX-M503	4
Best Value for Price for Small Office Mono Series	MX-M260, MX-M310	2
		Total 6

- *1 BLI: Buyers Laboratory Inc. is a leading independent office-equipment testing lab and business consumer advocate that has been rating business-use office equipment for more than 45 years. BLI publishes the industry's most comprehensive and accurate test reports on office document imaging devices, based on months of exhaustive in-house testing. The company's databases covering more than 10,000 copier, printer, fax machine, and MFP products have a long-standing reputation for being the industry's most trustworthy and complete source for information on specifications, pricing, and evaluation.
- *2 BERTLSM: Business Equipment Research & Test LaboratoriesSM is an independent evaluation organization that has been testing and evaluating digital imaging products such as copiers, printers, fax machines, and MFPs for more than 15 years.

Awards from BLI and BERTL (2007 to 2009)

BLI

Line of the Year	2007	Most Outstanding MFP Line	—
	2009	Most Outstanding MFP Line	—
Outstanding Achievement Award	2008	Innovation in Sharp MFPs	—
Pick of the Year	Spring 2007	Monochrome MFP MX-M850, MX-M950	2 models
	Fall 2007	Monochrome MFP MX-M450U/N, MX-M700U/N, MX-M1100	3 models
	Spring 2009	A3 Color MFP MX-2600N, MX-3100N, MX-4101N, MX-5101N	6 models
		Mid-Size Workgroup A4 Color MFP MX-C311, DX-C311	
	Fall 2009	A3 Monochrome MFP MX-M283, MX-M363, MX-M453, MX-M503	7 models
		Mid-Size Workgroup A4 Color MFP MX-C401, DX-C401	
Mid-Size Workgroup A4 Monochrome MFP MX-B401			

BERTLSM

BERTL SM 's Best (category awards)	Spring 2007	Most Secure MFP Range	—
	Spring 2008	Best Digital Imaging Product Line	—
		Most Secure MFP Range	—
		Best Development Platform Sharp OSA ^{®*3}	—
		Best Departmental/Enterprise Color MFP MX-6201N	1 model
		Best Light Production ^{*4} B&W MFP MX-M1100	1 model
	Spring 2009	Most Secure MFP Range	—
		Best Device Management and Integration Technology for MFP Series	—
		Best Color A4 MFP Series MX-C311, MX-C401, DX-C311, DX-C401	4 models
		Best Color A3 MFP Range with Outstanding Scan Feature Set MX-4100, MX-4101, MX-5001	3 models
		Best Workgroup Monochrome A4 MFP MX-B401	1 model
	Fall 2009	Best Digital Imaging A3 Mono MFP Range MX-M283, MX-M363, MX-M453, MX-M503	4 models
		Best Value for Price for Small Office Mono Series MX-M260, MX-M310	2 models

*3 Sharp's original open development platform. Sharp OSA[®] is a registered trademark of Sharp Corporation.

*4 A generic term for printing that is simpler and less expensive than offset printing.